





# Ontario's Green Industries

---

## What are green industries?

Green industries offer products, processes or services which prevent pollution, protect or clean the environment.

The sector offers specialized scientific and technical expertise in the areas of:

- \* Water and wastewater treatment/water conservation
- \* Solid and hazardous waste/recycling
- \* Site remediation and reclamation
- \* Energy conservation/renewables
- \* Air pollution control
- \* Monitoring/instrumentation/labs

The variety of green goods and services is growing rapidly as the green industry sector continues to flourish. Companies in Ontario are now providing wastewater treatment equipment, energy-efficient lighting, high efficiency motors, consulting engineering, environmental auditing, hazardous waste processing, treatment, transportation and disposal, groundwater monitoring and treatment, central composting systems, water and sewage treatment system operation, remote sensing and site cleanups.

And the list goes on.

## Green industry in the Ontario economy

Companies in this sector offer the full range of these goods and services to industry, business, institutions, government and municipalities. They help these clients meet environmental and energy needs in an efficient, cost-effective way.

In terms of economic significance, the green industry sector has become Ontario's third largest employer — close on the heels of the automotive and auto parts industries and ahead of such traditional industries as pulp and paper and chemicals.

Some 2,000 companies across the province are involved in just one part of the sector — the business of environmental protection — which

generates annual sales of \$2.5 billion and provides jobs for about 30,000 people.

## The market potential is immense

Ontario accounts for approximately half of Canada's green business which produced about \$11 billion in revenue in 1995 and is expected to double by the year 2000.

In the province, the green industry sector has been growing at twice the rate of the Ontario economy as a whole. And the potential for continued growth is great.

Internationally the need for green goods and services is spurring a rapid rise in green industry for those markets. Canada competes in the international market which is currently valued at \$240 billion a year.

## International competition

Business and technology development, better access to capital, commercialization support and the development of potential export markets are critical to the competitiveness and continued growth of green industries in Ontario.

The example set by Ontario's Green Industry Strategy has led to a national strategy; Ontario is building and refining partnerships with industry in ways that complement the national effort.

Our global competitors are formidable. Many of them are multinational corporations. Many have forged strong partnerships with their national governments. Germany and Japan, for example, have gained world leadership in the environmental sector thanks in part to a government-industry united front.

## Green successes

Ontario has companies that can succeed in this economic arena:

### Albarrie Canada Ltd

This Barrie firm, specializing in clean air technology, exports to the U.S., Central and South America, Europe and the Pacific Rim. It

produces a new generation of fabrics that solve dust collector problems such as high emission, low service life, high pressure drop and low air flow.

**Philip Environmental Inc**

Hamilton-based, this firm is Canada's largest recycler of solid, chemical, ferrous and non-ferrous waste and at the forefront of environmental services companies in North America. It diverts more than 350,000 tonnes of industrial waste annually from Ontario landfills. Among its operations are curbside collection, site remediation, trading of recycled commodities, and hazardous materials treatment.

**Trojan Technologies Inc**

A London company, Trojan is the world's leading supplier of ultraviolet municipal wastewater disinfection equipment. This system disinfects water without using chlorine.

**Green industry resources**

Nationally and through its Ontario chapter, The Canadian Environmental Industries Association is a fast-growing association which represents the interests of the private sector working in a number of environmental fields.

The Ontario Centre for Environmental Technology Advancement helps small and medium-sized environmental companies with information to advance and commercialize technologies.

The Green Industry Office of the Ministry of Environment and Energy assists the province's green industries in technology development, business development and trade promotion. The office works in partnership with Ministry of Economic Development, Trade and Tourism, Ontario International Trade Corp., Ontario Clean Water Agency, Ontario Hydro and several federal agencies including Environment Canada, Industry Canada, Department of Foreign Affairs and International Trade.

**FOR MORE INFORMATION:**

Green Industry Office  
Ministry of Environment and Energy  
135 St. Clair Ave. W., 5th floor  
Toronto, Ontario  
M4V 1P5  
phone: (416) 323-4578  
fax: (416) 323-4436

Il existe une version française de cette publication.



PIBS 3382e  
Printed on recycled paper  
10/95



